CBCS SCHEME

USN

21ME732

Seventh Semester B.E./B.Tech. Degree Examination, Dec.2025/Jan.2026
Total Quality Management

Time: 3 hrs. Max. Marks: 100

Note: Answer any FIVE full questions, choosing ONE full question from each module.

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Module-1

1 a. Define T.Q.M. Briefly explain basic approaches of TQM. (10 Marks)
b. Briefly explain TQM framework with a block diagram. (10 Marks)

OR

2 a. Briefly explain contributions of Gurus of T.Q.M. (10 Marks)
b. What do you mean by quality? Briefly explain various dimensions of quality. (10 Marks)

Module-2

3 a. What is leadership? Briefly explain the characteristics of quality leaders. (10 Marks)
b. Briefly explain 7 habits of highly effective people. (10 Marks)

OR

4 a. Briefly explain Deming's Philosophy. (14 principles) (10 Marks)
b. Briefly explain 7 steps of strategic planning. (10 Marks)

Module-3

5 a. Who is customer? Explain internal and external customers. Briefly explain customer satisfaction model. (10 Marks)
b. Briefly explain various means of collecting customer complaints. (10 Marks)

OR

6 a. Briefly explain Kano Model Theory. (10 Marks)
b. What is motivation? Explain Maslow's hierarchy of needs. (10 Marks)

Module-4

7 a. Briefly explain Juran Trilogy with a diagram. (10 Marks)
b. Explain PDCA cycle. What are the benefits of PDCA cycle. (10 Marks)

OR

8 a. Briefly explain why reengineering is required, with a neat diagram explain SIX SIGMA. (10 Marks)
b. With neat sketches, explain : (i) Pareto diagram (ii) Cause and effect diagram. (10 Marks)

Module-5

9 a. Clearly define Total Productive Maintenance (T.P.M). What are the objectives of T.P.M.? (10 Marks)

b. Briefly explain the steps in introduction of T.P.M in an organization. (10 Marks)

OR

10 a. Briefly explain role of Quality by Design (QbD) in pharmaceutical industry. (10 Marks)

b. Briefly explain Environmental Management System (EMS) under I.S.O 14001. List the benefits of E.M.S. (10 Marks)

* * * * *